

Roswell Consumers

 **96,489**
total population

0.91% increase
in population growth
projected from 2019 - 2024 

105,870
daytime population 

 **\$131,615** average household income

median age **39**  **2.6** average family size

48% of the population makes \$100,000+

Annual Retail Expenditures

 Apparel & Services
\$119,433,272

 Entertainment & Recreation
\$177,125,971

 Food (home & away)
\$483,413,909

Retail Leakage

 Food & Beverage
\$59,531,520

 Clothing & Accessories
\$45,446,051

 General Merchandise
\$148,611,875

Top 3 Tapestry Segments of Residents

1 **2.48** average household size | median age **35.3**
\$86,600 median household income

Enterprising Professionals

This segment is well educated and climbing the ladder in STEM (Science, Technology, Engineering and Mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas.

2 **3.13** average household size | median age **40.8**
\$138,100 median household income

Professional Pride

These consumers are well-educated career professionals that have prospered through the Great Recession. They are financially savvy. They invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the U.S. level.

3 **2.85** average household size | median age **45.1**
\$108,700 median household income

Savvy Suburbanites

These residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise.

ROSWELL [inc]

617 Atlanta Street, Suite 100
Roswell, Georgia 30075
678-823-4004
roswellinc.org

As the economic and business development organization for the City of Roswell, Georgia, we serve as a catalyst for a vibrant and sustainable business community. Our vision is for Roswell to be the best place in the region for innovative, community-minded businesses and entrepreneurs, and we accomplish this through four main areas of work—business attraction and recruitment, business retention and expansion, industry support, and business development.

As a 501(c)6 nonprofit, we have worked with the city through a public-private partnership since 2012. Learn more at roswellinc.org.

FALL/WINTER 2019




Georgia Power

Brooke Perez
75 Fifth Street NW, Suite 150
Atlanta, Georgia 30308
770-883-5608
bperez@southernco.com
SelectGeorgia.com

For nearly a century, Georgia Power has helped hometowns across our state grow and prosper. To help companies and communities navigate the journey to success, our team of seasoned experts provides free consultation and services. Our experienced business recruitment and community development teams, highly-skilled engineers and nationally recognized research analysts support them at every stage of growth. From site selection to business expansion, we've helped create or retain almost 147,000 jobs in the last decade. Learn more at SelectGeorgia.com.

ROSWELL retail in view

Roswell Retail News

Retail Review

As the national retail market continues to trend from big box stores and suburban shopping malls to more unique, experience-driven concepts, the opportunity for redevelopment is strong—particularly in densely populated suburban communities like the City of Roswell.

With a **daytime population of 105,870** and **projected population growth of 0.91%**, Roswell provides a healthy demographic that caters to an array of retail concepts. Made up of primarily Enterprising Professionals, Professional Pride, and Savvy Suburbanites tapestry segments, Roswell residents generally prefer to spend money on *quality products, good food and wine, and hobby driven activities.*

The retail trade market in Roswell is at a surplus of \$58 million, especially with Canton Street serving as a **regional destination that attracts 1.3 million visitors** each year. However, the \$250 million in leakage from categories such as food, drink, and curated retail indicates the potential for these industry sectors to continue to grow.

By the Numbers

Inventory (SF)	Inventory Under Construction (SF)	Vacancy Rate	Net Absorption (SF)	Market Rent (PSF)	Market Sale Price (PSF)	Market Cap Rate
8.3 Million	36,000	7.6%	-31,200	\$18.18	\$195	7.0%

Retail Outlook

Roswell has seen a steady decrease in retail vacancies over the past few years, with direct retail vacancy declining from a market high at almost **17% in 2010 to 7.6% in 2019**. Additionally, rental rates have continually increased, with the market rent per square foot hovering at \$18, up from \$17 at the start of 2018.

Roswell's retail market, with a total of 8.3 million square feet of inventory, continues to increase as **36,000 square feet of new retail space** is currently under construction. Over the next three years, several large, mixed-use developments are slated to open and offer additional retail options. Net absorption over the past few periods has decreased with the exit of several big box concepts. However, several of these big box concepts will see redevelopment in the next few periods.

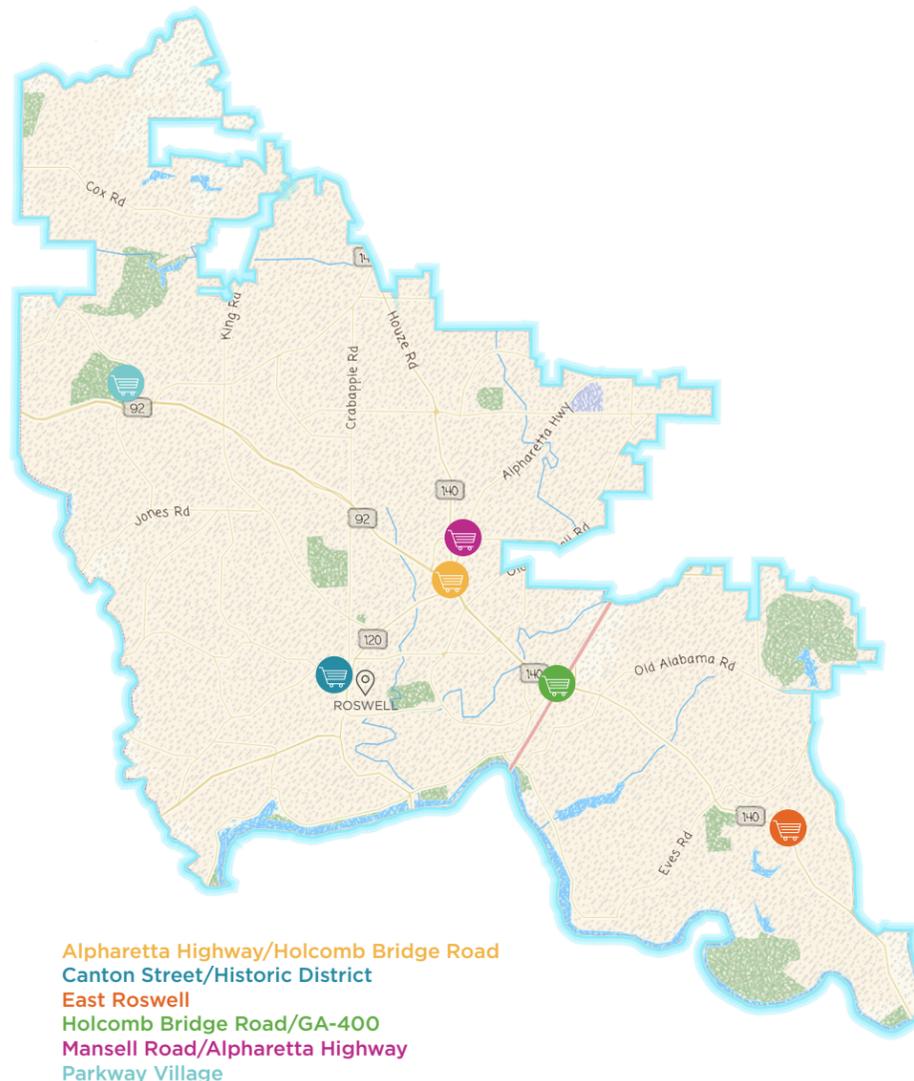
With an **8% increase in the average market sale price per square foot** in the last period, the market in Roswell has reached a record high of \$195 per square foot over the last 10 years. The market will likely continue to demand above average asking prices, as the number of available properties declines and newly constructed, higher-end products enter the market.

Market Rent Per Sq. Ft.



Source: 2019 CoStar, provided by Georgia Power and NextSite

Roswell Retail Review



Alpharetta Highway/Holcomb Bridge Road
 Canton Street/Historic District
 East Roswell
 Holcomb Bridge Road/GA-400
 Mansell Road/Alpharetta Highway
 Parkway Village

Roswell Retail Trade Area Analysis

as defined by NextSite using uber retail mobile mapping data

- | | |
|---|--|
| <p>Alpharetta Highway/Holcomb Bridge Road</p> <ul style="list-style-type: none"> Q4 2018 Population 363,425 Total # of Employees 204,773 Average HH Income \$124,264 | <p>Holcomb Bridge Road/GA-400</p> <ul style="list-style-type: none"> Q4 2018 Population 162,960 Total # of Employees 122,449 Average HH Income \$116,988 |
| <p>Canton Street/Historic District</p> <ul style="list-style-type: none"> Q4 2018 Population 1,011,900 Total # of Employees 802,342 Average HH Income \$126,594 | <p>Mansell Road/Alpharetta Highway</p> <ul style="list-style-type: none"> Q4 2018 Population 746,449 Total # of Employees 580,116 Average HH Income \$127,433 |
| <p>East Roswell</p> <ul style="list-style-type: none"> Q4 2018 Population 87,665 Total # of Employees 47,232 Average HH Income \$118,389 | <p>Parkway Village</p> <ul style="list-style-type: none"> Q4 2018 Population 310,260 Total # of Employees 186,316 Average HH Income \$120,482 |

Data provided by NextSite, Map provided by Georgia Power.

Recent Project Updates



Southern Post is a modern style mixed-use development that echoes Roswell's historic core while offering unprecedented retail and office space along with single and multifamily living in downtown Roswell.

40,000+ sq. ft. retail space | projected **late** opening **2021**



A 125-room boutique hotel and mixed-use development in the heart of Historic Roswell, this project will be home to restaurants, retail shops, an urban market, office space, parking and lifestyle amenities within an easy walk to Canton Street.

50,000+ sq. ft. retail space | projected **summer** opening **2021**



A redevelopment project with anchors Ross Dress for Less, Marshalls, and Crunch Fitness, Roswell Village is a community shopping center located at the corner of Holcomb Bridge Road and Alpharetta Highway—one of the most highly traveled intersections in the North Fulton submarket.

149,400+ sq. ft. retail space | select tenants **already open** | construction estimated to be completed by **SPRING 2020**

conceptual rendering

conceptual rendering